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ORDER

Print Date 09/11/12

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Flight Dates 09/04/12-09/10/12

Contract / Revision 309796 /

Original Date / Revision
09/11/12 09/11/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

Candidate. OH US SEN JOSH MAN

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2645

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	34	\$10,765.25	\$12,665.00	0.00	08/27/12	09/10/12	34	\$10,765.25	\$12,665.00
Totals	34	\$10,765.25	\$12,665.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	09/04/12	09/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	1	\$170.00	P-8	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-T-----		1				\$170.00		0.00			
	Week:	09/10/12	09/16/12	-----S		0				\$0.00		0.00			
2	WCPO	09/09/12	09/09/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$100.00		0.00			
3	WCPO	09/04/12	09/10/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	1	\$150.00	P-8	0.00	NM	1	\$150.00



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Contract / Revision 309796 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product Candidate. OH US SEN JOSE Estimate # 2645

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	09/04/12	09/10/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	1	\$150.00	P-8	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----					1	\$150.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
4	WCPO	09/10/12	09/10/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	M-----	:30	1	\$165.00	P-8	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$165.00		0.00			
5	WCPO	09/05/12	09/07/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	--WTF--	:30	2	\$280.00	P-8	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--WTF--					2	\$280.00		0.00			
6	WCPO	09/06/12	09/07/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	---TF--	:30	2	\$300.00	P-8	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$300.00		0.00			
7	WCPO	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	M--T---	:30	1	\$325.00	P-8	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$325.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$325.00		0.00			
8	WCPO	09/09/12	09/09/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$200.00		0.00			
9	WCPO	09/10/12	09/10/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	M-----	:30	1	\$375.00	P-8	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$375.00		0.00			
10	WCPO	09/04/12	09/10/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	----F--	:30	1	\$500.00	P-8	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$500.00		0.00			
Week:		09/10/12	09/16/12	-----					0	\$0.00		0.00			
11	WCPO	09/04/12	09/07/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-T--F--	:30	2	\$350.00	P-8	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T--F--					2	\$350.00		0.00			
12	WCPO	09/04/12	09/10/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	M--T---	:15/:15	1	\$170.00	P-8	0.00	BK	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$170.00		0.00			
Week:		09/10/12	09/16/12	M-----					1	\$170.00		0.00			
13	WCPO	09/09/12	09/09/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:15/:15	1	\$80.00	P-8	0.00	BK	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$80.00		0.00			
14	WCPO	09/04/12	09/10/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	---T---	:15/:15	1	\$150.00	P-8	0.00	BK	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---					1	\$150.00		0.00			



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Contract / Revision 309796 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product Candidate. OH US SEN JOSE Estimate # 2645

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
14	WCPO	09/04/12	09/10/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	---T---	:15/:15	1	\$150.00	P-8	0.00	BK	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
15	WCPO	09/04/12	09/07/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---T---	:15/:15	2	\$190.00	P-8	0.00	BK	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--		2				\$190.00		0.00			
16	WCPO	09/04/12	09/10/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:15/:15	1	\$165.00	P-8	0.00	BK	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$165.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
17	WCPO	09/04/12	09/10/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	----F--	:15/:15	1	\$280.00	P-8	0.00	BK	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--		1				\$280.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
18	WCPO	09/05/12	09/10/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	--W----	:15/:15	1	\$300.00	P-8	0.00	BK	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$300.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$300.00		0.00			
19	WCPO	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:15/:15	1	\$325.00	P-8	0.00	BK	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$325.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
20	WCPO	09/05/12	09/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--W----	:15/:15	1	\$375.00	P-8	0.00	BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$375.00		0.00			
E 21	WCPO	09/10/12	09/10/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$500.00		0.00			
22	WCPO	09/04/12	09/10/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	M--T---	:15/:15	1	\$350.00	P-8	0.00	BK	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---		1				\$350.00		0.00			
		Week: 09/10/12	09/16/12	M-----		1				\$350.00		0.00			
23	WCPO	09/08/12	09/08/12	NASCAR NASCAR	CM	12p-1130p	-----S-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$750.00		0.00			
24	WCPO	09/05/12	09/05/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	1	\$3,000.00	P-8	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----		1				\$3,000.00		0.00			
25	WCPO	09/09/12	09/09/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **309796** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **Candidate. OH US SEN JOS** Estimate # **2645**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
25	WCPO	09/09/12	09/09/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$100.00	P-8	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S					1	\$100.00		0.00			
26	WCPO	09/04/12	09/10/12	NASCAR NASCAR	CM	12p-1130p	-----S-	:15/:15	1	\$750.00	P-3	0.00	BK	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-					1	\$750.00		0.00			
	Week:	09/10/12	09/16/12	-----					0	\$0.00		0.00			
Totals														34	\$12,665.00